

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	§	
Michael Gilfix, <i>et al.</i>	§	Group Art Unit: Unknown
	§	
Serial No.: 10/687,239	§	Examiner: Unknown
	§	
Filed: 10/16/2003	§	Atty Docket No.: AUS920030360US1
	§	
Title: Interactive, Non-Intrusive Television Advertising	§	Confirmation No.: 8992
	§	

Mail Stop: Amendment  
Commission for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

Submitted herewith are patents, publications or other information of which the undersigned is aware, which he believes may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR 1.56.

While this Supplemental Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

In accordance with CFR 1.97(g) the filing of this Supplemental Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists.

This Supplemental Information Disclosure Statement is filed before the mailing date of a first Office Action on the merits. 37 CFR 1.97(b).

A list of the patents(s) and/or publications(s) is set forth on the attached Forms PTO/SB/08a & b.

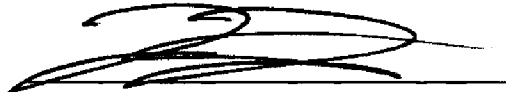
A concise explanation of the items listed on PTO/SB/08a is not given.

The person making this statement is the attorney who signs below on the basis of the information in the attorney's file.

Respectfully submitted,

Date: 11/1/06

By:



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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT****Complete if Known**

Application Number	
Filing Date	
First Named Inventor	Michael Gilfix
Examiner Name	
Art Unit	
Attorney Docket No.	AUS920030360US1

Examiner Initials	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AA	US			
AB	US			
AC	US			
AD	US			
AE	US			
AF	US			

Examiner Initial	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AG	WO0056072A1	09-21-2000		
AH				

Examiner Initial	Include name of author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
AI	
AJ	

Examiner: /Jason Thomas/

Date Considered: 12/12/2007

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.T./